

# Marketing Director Wins National & State Awards in 2005



Robin at AAD banquet as she accepts the Gold Triangle award from Richard Roepert of 'Ebert & Roepert' & Tim Kazurinsky, former cast member of Saturday Night Live.

Robin Lawrence, Director of Marketing for Evansville Cancer Center and melanoma cancer survivor, was selected by the American Academy of Dermatology to receive their annual Gold Triangle Award, the Environmental Protection Agency to receive their Shining Star Award, and by the Indiana State Medical Association to receive their Patient Health Care Advocate Award for 2005.

## The American Academy of Dermatology Gold Triangle Award

The American Academy of Dermatology celebrates the field of dermatology by recognizing the media, health community, industry, and individuals in public service and healthcare for their excellence in promoting dermatology awareness and encouraging healthy behavior in the medical, surgical and cosmetic care of skin, hair and nails annually with their Gold Triangle Awards. On Thursday, July 21st, 2005 the Academy recognized the 2005 winners at a special banquet at the Hyatt Regency in Chicago, Illinois. Robin was among seven people nationally selected to receive the Gold Triangle Award. This past May Robin traveled to New York City, New York by invitation and

participated in a national news conference presented by The American Academy of Dermatology to recognize National Skin Cancer Protection and Detection Month with Monday, May 2nd being Melanoma Monday. Robin's ongoing efforts to raise the awareness of melanoma/skin cancer and the dangers of tanning was recognized by the Academy by bestowing the Gold Triangle Award.

## Environmental Protection Agency (EPA) Shining Star Award

On Tuesday, June 21st, the Environmental Protection Agency (EPA) announced the 2005 winners of their sun-safety awards, The EPA's Shining Star Award winners were selected from across the nation for their extraordinary efforts in teaching sun safety to prevent skin cancer, cataracts, and other health effects caused by too much sun. Robin was one of six chosen to receive The EPA's Shining Star Award for 2005.

In the United States, one person dies every hour from melanoma, the most deadly form of skin cancer. With proper sun protection, however, this disease is largely preventable. Being a melanoma cancer survivor and Director of Marketing at Evansville Cancer Center, Lawrence feels education is the key to reducing the incidence of skin cancer, specifically melanoma. She has performed over 250 presentations in grade schools, middle schools, high schools, universities and community over the past two years and frequently attends area health fairs. Furthermore the last three years, Robin arranged free full body skin cancer screenings with the partnership of board certified dermatologists Jane Lim, M.D., Shari Barrett, M.D., and Mary Tisserand, M.D. as part of Skin Cancer Protection and Detection Month supported by The American Academy of Dermatology.

## Indiana State Medical Association's Patient Health Care Advocate Award

Robin received the 2005 Patient Health Care Advocate Award by the Indiana State Medical Association. They selected her to receive this year's Patient Health Care Advocate Award because of the contributions and achievements she has made to the health and well-being of Indiana citizens. On Sunday, September 18th, 2005 ISMA House of Delegates presented the award to Robin at a special ceremony in Indianapolis, Indiana.



# REGIONAL Oncology Update

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## An Open Letter to Colleagues from Al Korba, MD

For almost three decades, Therapy Associates has provided continuously upgraded oncology care to the Tri-State area. We have provided a national model for the centralizing of supportive infrastructure providing cost-effective state-of-the-art care by establishing outreach programs in Henderson, Jasper, Princeton and Harrisburg.

The business side of radiation therapy has continued to grow and demand both expertise and commitment as well as increasing requirements for capitalization. As Aly and I aged, albeit slowly, we came to understand that we would not wish to accept the enlarging role of businessmen as adjunct to our roles as physicians.

Early in 2005, we entered into negotiation with Vantage Oncology. This organization, centered in El Segundo, California, seemed an ideal match for us. They were interested in the business side of the business and because some of the principals were radiation oncologists, were sensitive to the needs of patients and providers as well as the necessity to continuously invest in infrastructure.

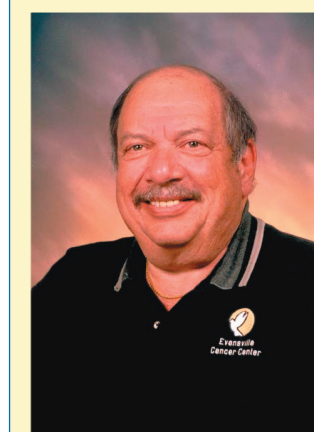
Therapy Associates is and will remain a professional corporation providing patient care. We will continue to support oncology care in this area as we have in the past. The membership of our physician component remains unchanged and its' abilities to provide complex, compassionate, appropriate care remains unchanged. Our capabilities will be enhanced in this alliance with Vantage Oncology. They have demonstrated the ability to fund and manage as well as improve the infrastructure.

You will notice a change in the stationary but not in the physician component of the practice. Aly, Shannon, Crystal and I will continue to serve the practice on the professional side and continue, with our colleagues of many years in the physics, nursing and the therapeutics sections, to develop programs of national stature.

Vantage Oncology has been operating the technical component of our practice for five months. The transition has gone smoothly. New physics equipment is in place and planning for delivery of new equipment is underway.

I wish to take this opportunity to extend my personal thank you for tolerating me for nearly thirty years. On behalf of Drs. Razek, Reed, Lamb, Ballou and Hadad please have a safe, healthy and happy new year.

- Al Korba, MD, FACRO



Al Korba, M.D.,  
FACRO  
Medical Director

Dr. Korba is a Radiation Oncologist who has been practicing in the Tri-State since 1976. He has been internationally recognized as a pioneer in the development of High-Dose Radiation. In 1992, he received the Kurt Sauerwein International Award for his work in brachytherapy and is a frequently requested lecturer. Dr. Korba is a Fellow of the American College of Radiation Oncology.

(Inserted in this issue of the Regional Oncology Update is a press release from Vantage Oncology regarding Therapy Associates and Vantage Oncology's partnership.)

### RADIATION ONCOLOGISTS

Al Korba, M.D., FACRO, Aly Razek, M.D., FACRO, Shannon Lamb, M.D. & Crystal Reed, M.D.

### MEDICAL ONCOLOGISTS

Rick Ballou, M.D., Ph.D. & Lotfi Hadad, M.D.

### RADIATION PHYSICISTS

Saiyid Masroor Shah, Ph.D. & Arnold Sorensen, B.S.

Evansville Cancer Center is the only ACRO accredited cancer facility in the entire Tri-State area!

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Vantage Oncology

Evansville Cancer Center

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# Advanced Renal Cell Carcinoma Clinical Trial Study Offered at Evansville Cancer Center



**Tracy Hagan, RN, MSN, AOCNP**

Congratulations to Tracy Hagan, RN, MSN, AOCNP, who recently passed the Advanced Oncology Certified Nurse Practitioner exam. This test was newly developed in January 2005 to establish the advanced knowledge needed for nurse practitioners in the oncology field.

The Oncology Nursing Certification Corporation, an allied corporation of the Oncology Nursing Society, develops, administers, and monitors certification for oncology nursing. At this time there are only 232 AOCNPs nationally.

Tracy's four-year certification proves her commitment to excellence in caring for her cancer patients. It validates that she has met rigorous requirements for experience and knowledge in oncology care. Tracy has been a nurse practitioner in the medical oncology department for four years. She received her master's degree in nursing from Vanderbilt University in 2001.

Renal Cell Carcinoma (RCC) accounts for approximately 3% of all cancers. (Motzer, Blander, & Nanus, 1996). Data shows that in 2000 189,000 cases of RCC were reported worldwide with more than 91,000 deaths. This means 1.5% of all cancer deaths are attributed to RCC. RCC is more common in urban residents and occur in a male female ratio of 1.5:1. (Shibuya, Mathers, Boschi-Pinto, 2000).

Cigarette smoking has been shown to be a definite risk factor for RCC, 24% in women and 30% in men. Exposure to environmental and occupational factors including asbestos, cadmium, trichloroethylene and certain petroleum products are all risk factors for RCC. Obesity and abuse of some analgesics have also been associated with increased risk for developing RCC. In addition, certain genetic conditions, such as von Hippel-Lindau disease or hereditary papillary renal cell carcinoma are risk factors. (DeVita, Hellman, & Rosenberg, 2001).

**"Early assessment has shown that all patients have had reduction in tumor size by 50% or greater or stabilization of disease as well as improved quality of life."**

Early diagnosis of RCC is rare. Most cases of RCC are diagnosed in patients who present with metastatic disease because clinical symptoms remain occult. Only 9% of patients present with the classic presentation of pain, hematuria and flank pain. Other symptoms that may be associated with RCC are lump in the abdomen, loss of appetite, unexplained weight loss and anemia. Approximately 30% of patients with RCC present with metastatic disease, 25% with locally advanced disease and 45% with localized disease. Common sites of metastatic disease are lung, soft tissues and bone. (DeVita, Hellman, & Rosenberg, 2001).

**Current National Cancer Institute staging criteria for RCC is as follows:**

- Stage I:** The tumor is 7 centimeters or smaller and is found in the kidney only.
- Stage II:** The tumor is 7 centimeters or larger and is found in the kidney only.
- Stage III:** The tumor is found in the kidney and in one nearby lymph node; or an adrenal gland or in the layer of fatty tissue of the kidney; or the main blood vessels of the kidney.
- Stage IV:** The tumor has spread beyond the layer of fatty tissue around the kidney and may be found in 1 nearby lymph node or to 2 or more lymph nodes; or to other organs such as bowel, lungs, soft tissue or bone.

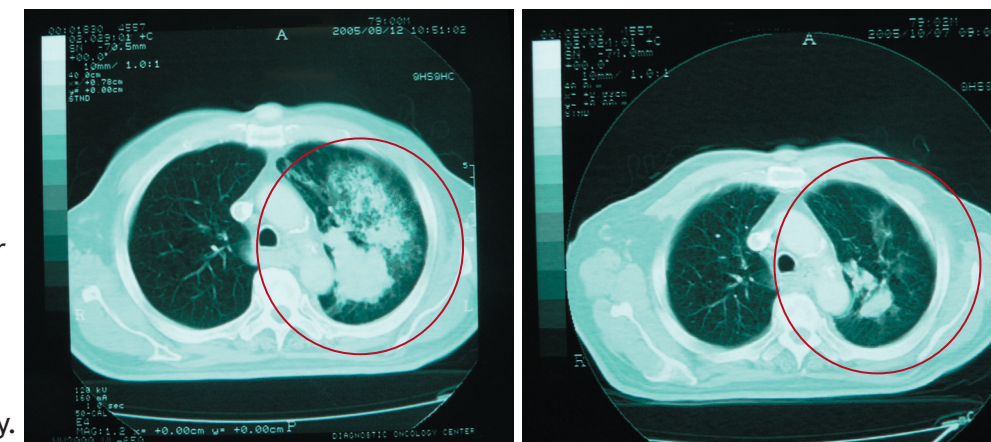
Treatment modalities for RCC include the following: surgery, chemotherapy, radiation therapy, hormone therapy and biological or immunotherapy. Surgery is the only known effective modality for localized RCC. Radiotherapy is generally used for palliation in RCC. There is no standard of care for radiotherapy in the adjuvant setting with patients who have undergone a nephrectomy. Chemotherapy has shown very little if any cytotoxic activity in RCC. (DeVita, Hellman, & Rosenberg, 2001). Immunotherapy with Interferon has shown 0-29% response rate with only 0-6% complete response rates. IL-2 has shown a 15% response rate with only a 7% complete response rate. Studies have been done with IL-2 and interferon used together but failed to show any significant response. Toxicities with both interferon and IL-2 include hypotension, malaise and arthralgias and myalgias.

Recent advances have shown that a new therapy, Sorafenib, is showing promise. Sorafenib is an oral multi-kinase inhibitor that targets serine/threonine and receptor tyrosine kinases in both the tumor cell and tumor vasculature. In preclinical models, Sorafenib

targeted members of two classes of kinases known to be involved in both tumor cell proliferation and tumor angiogenesis. At the 2005 American Society of Clinical Oncologist (ASCO) meeting, investigators reported that Sorafenib doubled progression free survival (PFS) when compared to placebo. PFS was doubled to 24 weeks as compared to 12 weeks with placebo. In addition 74% of Sorafenib patients had tumor shrinkage as compared to 20% of placebo

patients. The side effect profile of Sorafenib includes but is not limited to: rash, diarrhea, hand foot syndrome and hypertension. (www.pharmabayer.com/Sorafenib).

The Evansville Cancer Center has been chosen as a site to offer protocol 11868 Advanced Renal Cell Carcinoma Sorafenib (ARCS) to patients with advanced renal cell cancer. Dr Rick Ballou is the principal investigator of the study. Patients are given study medication at no cost and are required to be seen monthly in the clinic. Early assessment has shown that the patients enrolled locally (3) have had reduction in tumor size by 50% or greater or stabilization of disease as well as improved quality of life.



X-Ray above left shows metastatic renal carcinoma in lung before treatment with Sorafenib. X-Ray on right is same patient after 8 weeks of treatment with Sorafenib showing almost a 50% reduction in the tumor.

- Tracy Hagan, RN, MSN, AOCNP. Evansville Cancer Center

For more information on the Advanced Renal Cell Carcinoma Study, call Tracy Hagan, RN, MSN, AOCNP, Evansville Cancer Center, at 812-474-1110.

- Bayer Pharmaceutical website for Sorafenib: www.pharmabayer.com/Sorafenib
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## '05 Prostate Cancer Campaign & 'The Race Against Prostate Cancer'



Richard Petty addresses a crowd of over 600 people as son, Kyle and emcee Mike Blake of 14WFIE listen.

Evansville Cancer Center kicked off its fourth annual prostate cancer awareness program 'The Race Against Prostate Cancer' with Richard and Kyle Petty on Sunday, August 28th, 2005 at The Centre. The day's events opened with a luncheon for VIPs and sponsors followed with a presentation for the public. A video was shown spotlighting local prostate cancer survivor, Greg Willis and Angela Brimm, daughter of William Brimm who lost his battle with prostate cancer this past year. In Angela's interview, she stated how if only her dad had been screened for prostate cancer he might still be alive. Richard 'The King of Racing' and son, Kyle, took the stage with 'What A Ride: Life, Family, Community and The Race Track' then Richard addressed his own battle with prostate cancer urging men to be screened annually for this disease, especially if there is a family history.

This was the third consecutive year that Evansville Cancer Center coordinated several prostate cancer screenings at area industries. The screenings were provided free of charge compliments of a grant from Pfizer, Urology Division and assistance by LabCorp, who processed the PSA blood tests. Several urologists generously donated their time to provide digital rectal exams as part of the prostate cancer screening.

As of November 2005, 300 men were screened for prostate cancer at area industries such as Alcoa, Berry Plastics, Industrial Contractors, Inc., Mead Johnson Nutritionals, and PPG Industries just to name a few. **Of the men screened, 21 were found to have PSA's of 4.0 or higher and eight men had irregular DRE. They were instructed to schedule an appointment with their primary care physician or a urologist for further evaluation or testing.** Even though the guidelines recommend men to be tested annually, 203 men who participated in the screenings had never had a PSA blood test before or had not been tested annually. All of the participants were given educational materials on prostate cancer.

Results from questionnaire men filled out prior to being screened.

**When did you last have a digital rectal exam?**

- Within the last year	105	} 195
- 2 - 5 years ago	89	
- More than 5 years ago	26	
- Never	80	
	<b>300</b>	

**When did you last have a PSA blood test?**

- Within the last year	97	} 203
- 2 - 5 years ago	71	
- More than 5 years ago	15	
- Never	117	
	<b>300</b>	

**The Evansville Cancer Center would also like to thank the urologists in the Tri-State area, Pfizer, & LabCorp for teaming with us to provide educational awareness of prostate cancer & free prostate cancer screenings.**

William Fisher, MD, Phillip M. Gilson, MD, Barney Maynard, MD, Todd Renschler, M.D., Bruce Romick, MD, Bill Samm, MD & Michael Zenni, M.D. of Urological Associates, Inc. Thomas Gadiant, M.D. of Urology Consultants & Paul F. Siami, MD of Welborn Clinic